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POWER OF ATTORNEY

Applicant hereby appoints the practitioners associated with Customer Number 27832 with full power of substitution and revocation, to prosecute the following applications and all future applications listed on Exhibit A, to transact all business in the Patent and Trademark Office in connection therewith, and to receive the Letters Patent.
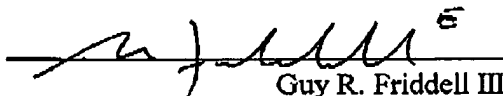
Please direct all correspondence to the address associated with Customer Number 27832.

Please direct all telephone calls to:

Craig Hallacher at (215) 766-2100.

I am the assignee of record of the entire interest for each matter listed on Exhibit A.

Executed this 13th day of OCTOBER , 2004.

Guy R. Friddell III
Prime Research Alliance E, Inc.

Power of Attorney Exhibit A

Patent/ Application Number	Docket Number	Title
US 6,216,129	T707-00	Advertisement Selection System Supporting Discretionary Target Market Characteristics
US 6,298,348	T706-00	Consumer Profiling System
US 6,324,519	T709-00	Advertisement Auction System
US 6,457,010	T703-00	Client-Server Based Subscriber Characterization System
US 6,560,578	T707-11	Advertisement Selection System Supporting Discretionary Target Market Characteristics
US 6,615,039	T711-02	Advertisement Subgroups for Digital Streams
US 6,684,194	T705-01	Subscriber Identification System
US 6,704,930	T708-02	Advertisement Insertion Techniques for Digital Video Streams
US 6,714,917	T705-02	Subscriber Identification Based On Electronic Program Guide Data
09/204,888	T702-00	Subscriber Characterization System
09/205,119	T704-00	Advertisement Monitoring System
09/516,983	T702-02	Subscriber Characterization System With Filters
09/553,637	T708-01	Advertising Management System For Digital Video Streams
09/568,084	T711-01	Advertisement Subgroups For Digital Video Streams
09/591,577	T702-03	Privacy-Protected Advertising System
09/635,539	T711-03	Delivering Targeted Advertisements In Cable-Based Networks
09/635,542	T719-00	Grouping Subscribers Based On Demographic Data
09/635,544	T720-00	Transporting Ad Characterization Vectors

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09/658,204	T723-00	Targeted Advertising Through Electronic Program Guide
09/660,301	T722-00	Viewership Reporting For Switched Digital Video Networks
09/680,622	T728-10	Method And System For Addressable And Program Independent Advertising During Recorded Programs
09/694,848	T712-10	Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams
09/712,790	T721-10	Queue Based Advertisement Scheduling And Sales
09/742,507	T732-10	User-Friendly Electronic Program Guide Based On Subscriber Characterizations
09/742,527	T721-14	System And Method For Automatically Managing Avail Inventory Data And Avail Pricing
09/742,534	T721-18	Queue-Based Head-End Advertisement Scheduling Method And Apparatus
09/742,852	T721-19	System For Rescheduling And Inserting Advertisements
09/748,942	T721-15	Advertisement Distribution System For Distributing Targeted Advertisements In Television Systems
09/748,943	T721-17	Delivering Targeted Advertisements To The Set-Top-Box
09/748,949	T721-13	Advertisement Filtering And Storage For Targeted Advertisement Systems
09/749,255	T727-10	Scheduling And Presenting IPG Ads In Conjunction With Programming Ads In A Television Environment
09/750,800	T721-20	System And Method For Delivering Targeted Advertisements Using Multiple Presentation Streams
09/750,812	T733-10	Grouping Advertisement Sub Avails
09/751,349	T730-10	Inserting Local Signals During MPEG Channel Changes
09/766,004	T721-21	System And Method For Delivering Statistically Scheduled Advertisements
09/796,339	T715-10	Privacy-Protected Targeting System
09/807,887	T706-11	Consumer Profiling And Advertisement Selection System
09/824,434	T721-22	Grouping Of Advertisements On An Advertising Channel In A Targeted Advertisement System

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09/857,160	T705-13	Subscriber Identification System
09/857,256	T702-15	Subscriber Characterization And Advertisement Monitoring System
09/857,257	T709-12	Advertisement Auction System
09/928,024	T741-10	Targeting Ads To Subscribers Based On Privacy-Protected Subscriber Profiles
09/998,979	T734-10	Profiling And Identification Of Television Viewers
10/006,874	T738-10	Alternative Advertising In Prerecorded Media
10/031,142	T711-14	Advertisement Subgroups For Digital Video Streams
10/031,268	T708-13	Advertising Management System For Digital Video Streams
10/049,246	T712-11	Method And Apparatus For Inserting Digital Media Advertisements Into Statistical Multiplexed Streams
10/068,771	T742-10	Targeted Advertising In On Demand Programming
10/116,669	T740-10	Subscriber Selected Advertisement Display And Scheduling
10/116,692	T738-30	Behavioral Targeted Advertising
10/116,694	T738-20	Universal Ad Queue
10/229,784	T707-13	Consumer Profiling
10/229783	T707-12	Advertisement Selection System Supporting Discretionary Target Market Characteristics
10/759,620	T708-14	Advertisement Management System For Digital Video Streams
09/635,252	T702-04	Subscriber characterization based on electronic program guide data
09/516,314	T704-01	Advertisement monitoring and feedback system
09/591,468	T709-01	Advertising pricing and auctioning system based on real-time viewing statistics
09/731,605	T721-11	Method and system for addressing targeted advertisements using detection of operational status of display device

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09/731,606	T721-12	System for providing targeted advertisements using advertiser-specific target groups
09/742,506	T721-16	Internet-based electronic program guide advertisement insertion method and apparatus
09/660,559	T724-00	Tracking effectiveness of advertisements based on individual subscriber activities
09/696,878	T729-10	Measuring Advertisement Effectiveness Based on Subscriber Service Area
09/721,532	T731-10	Television Channel Monitoring System